



March 19, 2018

Xinjian Lu
Interim Dean
California State University, East Bay
College of Business and Economics
25800 Carlos Bee Boulevard
VBT Building, Room 447
Hayward CA 94542-3066
United States

Dear Dean Lu:

It is my pleasure to inform you that the peer review team recommendation to extend accreditation for the degree programs in business offered by California State University, East Bay is concurred with by the Continuous Improvement Review Committee (CIRC) and ratified by the Board of Directors. Congratulations to you, the faculty, the students, the staff, and all supporters of California State University, East Bay.

California State University, East Bay has achieved accreditation for five additional years. The next on-site continuous improvement review occurs in the fifth year, 2022-2023. A timeline specific to the school's visit year is available online: <http://www.aacsb.edu/accreditation/business/continuous-improvement-review>.

One purpose of peer review is to recognize initiatives that support an environment of continuous improvement of quality programs. As noted in the team report, California State University, East Bay is to be commended on the strengths, innovations, unique features and effective practices found on **Attachment A**.

As part of the next Continuous Improvement Review Application, due July 1, 2020, the School of Business is asked to update the CIRC on the progress made in addressing the concerns listed on **Attachment B**.

Please refer to the [Continuous Improvement Review Handbook](#) for more information regarding the processes for continuous improvement reviews. The handbook is evolving and will be updated frequently to provide the latest revisions to the CIR process. Continue to monitor the website for the most current version of the handbook.

Again, congratulations from the Accreditation Council and AACSB International - The Association to Advance Collegiate Schools of Business. Thank you for participating in the continuous improvement review process and for providing valuable feedback that is essential to a meaningful and beneficial review.

Sincerely,

A handwritten signature in black ink that reads "Caryn Beck-Dudley".

Caryn Beck-Dudley, Chair
Board of Directors

cc: Peer Review Team

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California State University, East Bay

Attachment A

This section provides a brief description of strengths, innovations, and/or unique/distinctive features of the School and examples of effective practices that demonstrate leadership and high-quality continuous improvement in management education.

1. The Jumpstart weekend program: CBE hosts a 2-day leadership communications workshops twice per academic year. They are led by a UC-Berkeley-certified executive coach. A total of four events have been hosted with a total of 172 student participants. Jumpstart Weekend alumni have used this event as a springboard for deeper involvement with CBE, either through increased event attendance or a higher rate of involvement with student organizations.
2. MSBA program: CBE was the first Cal State institution to develop a master's program in Business Analytics. The program was motivated to meet the needs of the region, specifically Silicon Valley. The program has attracted strong enrollments from the outset.
3. The online degree completion program: Designed to facilitate degree completion for students who might not otherwise complete a baccalaureate degree. The program meets a regional need and fits the broader strategy of the College and University.

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Attachment B

This section identifies areas that the School should address, prior to its next continuous improvement review.

1. While the mission statement, vision and values developed in 2015 provide a sound basis for strategic planning, the strategic action items and key strategies presented in the CIR were developed by the vision action task force of 2012. The CBE should articulate a strategic plan aligned with the most recent mission, vision and values. (Standard 1: Mission, Impact and Innovation)
2. With regard to assurance of learning, the CBE should develop a more robust process for “closing the loop,” including an assessment of the impact of continuous improvement actions taken as a result of AoL findings. (Standard 8: Curricula Management and Assurance of Learning)
3. Student achievement information should be posted on the College’s web site. In addition, it is advisable to make this information available to the public through other means, such as brochures and promotional literature. Examples of student performance information include, but are not limited to, attrition and retention rates; graduation rates; job placement outcomes; certification or licensure exam results; and employment advancement. (Standard 4: Student Admissions, Progression and Career Development)

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